We Claim:

1.   A method for matching users over a network in an online gaming environment, the method comprising steps of:

       determining a play style parameter of a requesting user; and

       connecting the requesting user to an online game based at least in part on the determined play style parameter.

2.   The method of claim 1, wherein the determining step comprises the steps of:

       receiving a profile of the requesting user; and

       identifying the play style parameter of the requesting user in the profile.

3.   The method of claim 1, wherein the connecting step includes the step of determining whether the determined play style parameter matches a play style parameter requirement for the online game.

4.   The method of claim 1, further comprising the steps of:

       providing a list of online games with a play style parameter requirement that matches the determined play style parameter of the requesting user; and

       receiving a selection signal representative of the online game from the list of online games.

5.   The method of claim 1, wherein the determining step comprises the steps of:

       providing a list of play style parameters; and

       receiving a selection signal representative of the play style parameter from the list of play style parameters.

6.   The method of claim 1, further comprising the steps of:

       receiving a request to initiate a matchmaking service for the requesting user;

       receiving identification data of the requesting user; and

retrieving a profile of the requesting user.

7.   The method of claim 1, wherein the play style parameter comprises one of: a competitive parameter, a profanity parameter, a trash talking parameter, and an aggressiveness parameter.

8.   The method of claim 1, further comprising the steps of:

determining whether a profile exists for the requesting user; and

loading the existing profile of the requesting user.

9.   The method of claim 1, further comprising the steps of:

determining whether to create a new profile of the requesting user; and

creating the new profile of the requesting user.

10.   The method of claim 9, wherein the step of creating the new profile comprises the steps of:

receiving at least one parameter for the requesting user; and

storing the at least one parameter in the new profile.

11.   The method of claim 10, wherein the at least one parameter includes the play style parameter of the requesting user.

12.   The method of claim 1, further comprising the steps of:

receiving a request to host the online game;

receiving at least one parameter requirement for the online game, the at least one parameter requirement includes a play style parameter requirement; and

determining whether the play style parameter of the requesting user matches the at least one parameter requirement for the online game.

13.   The method of claim 1, further comprising the steps of:

determining whether a profile of the requesting user is to be modified; and

modifying the profile of the requesting user.

14.   The method of claim 13, wherein the step of determining whether the profile of the requesting user is to be modified includes a step of receiving data from a collaborative filtering process.

15.   The method of claim 1, wherein the step of connecting is based at least in part on a collaborative filtering method.

16.   A computer-readable medium having computer-executable instructions for matching users over a network in an online gaming environment, the method comprising steps of:

        determining a play style parameter of a requesting user; and

        connecting the requesting user to an online game based at least in part on the determined play style parameter.

17.   The computer-readable medium of claim 16, the method further comprising steps of:

        receiving a request to host the online game;

        receiving at least one parameter requirement for the online game, the at least one parameter requirement includes a play style parameter requirement; and

        determining whether the play style parameter of the requesting user matches the at least one parameter requirement for the online game.

18.   A matchmaking system for matching users over a network in an online gaming environment, the matchmaking system comprising:

        a matchmaking server configured to connect a requesting user to an online game based at least in part upon a matching parameter of the requesting user; and

        a database configured to store a profile of the requesting user, the profile including the matching parameter of the requesting user,

        wherein the profile is configured to include a play style parameter of the requesting user.

19.   The matchmaking system of claim 18, wherein the matching parameter is the play style parameter of the requesting user.

20.   The matchmaking system of claim 18, further comprising a computer configured to process data based upon a collaborative filtering process.

21.   The matchmaking system of claim 20, wherein the matchmaking server includes the computer.

22.   The matchmaking system of claim 20, wherein the computer is further configured to modify the profile of the requesting user responsive to the processed data.

23.   The matchmaking system of claim 18, wherein the play style parameter of the requesting user comprises one of: aggressiveness, playing likeability, enacting the role, and trash talking.

24.   The matchmaking system of claim 18, wherein the matching parameter comprises one of: technical capability, general skill level, personal attribute, and play style.

25.   The matchmaking system of claim 18, wherein the play style parameter of the requesting user is associated with a particular online game.

26.   A method for matching a first player with a second player over a network in an online gaming environment, the method comprising steps of:
        accessing a database maintaining data associated with a collaborative filtering method;
        applying the collaborative filtering method; and
        connecting the first and second players to an online game based at least in part on the collaborative filtering method.

27.   The method of claim 27, wherein the step of applying includes the step of determining a likelihood of whether the second player is a good match for the first player.

28.   The method of claim 27, wherein the step of applying further includes the step of determining a likelihood of whether the first player is a good match for the second player.

29.   The method of claim 26, further including the step of determining a parameter of the first player.

30.   The method of claim 29, wherein the parameter is a play style parameter.

31.   The method of claim 29, wherein the step of accessing the database includes the step of identifying a profile associated with the first player.

32.   The method of claim 31, wherein the step of applying the collaborative filtering method is based at least in part upon the parameter of the first player, wherein the parameter of the first player is maintained within the profile associated with the first player.

33.   The method of claim 32, wherein the step of applying the collaborative filtering method is based at least in part upon a parameter of the second player.

34.   The method of claim 32, wherein the step of applying the collaborative filtering method is based at least in part upon data representative of a previous response of the second player.

35.   The method of claim 32, wherein the step of applying the collaborative filtering method is based at least in part upon the data representative of a previous response of a third player.

36.   The method of claim 35, wherein the previous response is an evaluation of the second player.

37.   The method of claim 35, wherein the previous response is an evaluation of the online game.